



# City of Annapolis

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## Recreation Advisory Board April 2, 2015

The Recreation Advisory Board (REC) of the City of Annapolis held its regularly scheduled meeting on April 2, 2015 at the Roger "Pip" Moyer Recreation Center and **Chair** Hamill called the meeting to order at 7:00 pm.

**Present:** **Chair** Hamill, **Vice Chair** D. Moyer, C. Jones, B. Moyer, A. Nelson, R. Lowman, C. Harrison, C. Aist, G. Rankin

**Absent:** F. Montgomery, M. Hughes

**Staff:** M. Morris, D. Strotman

### II. January 14, 2015 and February 11, 2015 Meeting Minutes

A motion was made by Ms. Aist and seconded by Ms. Rankin to approve the meeting minutes for January 14, 2015 and February 11, 2015.

### III. Directors Monthly Report

Mr. Morris distributed the written Director's monthly report and discussed some of the content. Mr. Morris turned the meeting over to Dana Strotman, Marketing Director for the Annapolis Recreation & Parks Department, who discussed the details for a new marketing plan.

*Marketing Presentation:* Ms. Strotman has recently implemented a Marketing Committee made up of staff within the Annapolis Recreation Department. She provided the Board members with a list of her responsibilities as Marketing Director (*attached*). At present, her primary goal is to increase the PMRC membership. As part of a new strategy, she is targeting corporate membership for small businesses in the area.

In an effort to decrease the mailing costs of the Department's program guides, Ms. Strotman informed the Board that distribution will be substantially decreased. **Vice Chair** Moyer recommended the idea of sending a stuffer (w/schedules/info) included in the City's water bill as a means of getting the schedule/information out to the public. Ms. Strotman further suggested that adding a "coupon" to the stuffer would allow her to track the usage. She also mentioned sending out "half-off" on punch cards without using a group or living social. It will allow the Recreation Department to keep all the proceeds rather than splitting them with the "grouppons", etc. Mr. Hughes offered his assistance on the Department's efforts to establish its new marketing plan.

Ms. Strotman recently became a "participant" in a new program, "Help a Reporter Out" and was able to connect a reporter with someone who sponsors a running program. She believes that this program is a good way to get the word out in the community.

**Chair** Hamill asked that Ms. Strotman keep the Board up to date on the status of the new marketing plan once it is complete. As it relates to past issues, **Chair** Hamill also asked that the Recreation Board member names be listed online and in the program guide as was requested last year. An e-mail address was specifically developed last year to give residents the ability to directly send e-mails to their Board representatives.

#### a. Budget

This was discussed under Director's monthly report.

#### b. Pool

Mr. Morris reported that the Truxtun Park Pool will be opening this year on Saturday, May 23, 2015.

c. **Other Items –**

- The April 30, 2015 “Art on Clay Stanton Fundraiser” was briefly discussed
- Preparations for the GreenScape Program to be held on Sat., April 25, 2015 is underway
- Staff is planning to attend the upcoming MRPA conference to be held in Ocean City on April 15 and April 16, 2015
- Board members were encouraged as official members of the NRPA to register for membership online
- Mr. Harrison expressed interest in hosting a 15K race that could be used as a fundraiser for the proposed future Annapolis Recreation Foundation
- Mr. Lowman asked that staff address two items: Does the outside camera at the end of the building work and when will the children’s facility will be available use? Mr. Morris responded to the questions
- **Vice Chair** Moyer mentioned that the “Wee Sale” was handled very well in that there were no significant problems as in past years. She believed that the Wee Sale employees and Recreation staff worked together and made the event even more successful.

**IV. Regular Business Before the Board**

Mr. Morris agreed to contact the Mayor’s office to see if the reappointment of the six Board members could occur without the necessity of attending an Economics Matter Committee meeting in order to gain approval and will report at the May 13, 2015 meeting.

**V. New Business**

a. **Privatization of PMRC**

Ms. Aist initiated discussion about the March 22, 2015 Capital newspaper’s front page article, “**Public or Private? Idea of Privatizing Annapolis Rec Center Has Supporters**” specifically discussing the idea of privatizing the PMRC for City’s cost saving. The Board briefly discussed the matter and members believe that further discussion should be in conjunction with the development of the new Annapolis Recreation Foundation in the upcoming May and June 2015 meetings.

**VI. Old Business**

a. **Community Foundation**

The Board briefly discussed the possibility of a forming a nonprofit community foundation and will revisit at the next meeting. Members were asked to hold their Pip Moyer donation and to give great consideration on whether the REC wants to pursue developing a foundation. **Chair** Hamill will contact Annapolis Community Foundation to determine the minimum amount needed to start a foundation and report at the May 13, 2015 meeting.

**VII. Adjournment**

Mr. Harrison moved to adjourn the meeting at 8:00pm. Ms. Rankin seconded the motion. The motion passed unanimously in a vote of 9-0.

**The next meeting is scheduled for May 13, 2015 at the PMRC at 7:00pm.**

Tami Hook, Recorder